

ORDER



WOOD

Orders
Order / Rev: 196155
Alt Order #: 6838656
Product Desc: HOEKSTRA FOR SENATE
Estimate:
Flight Dates: 08/06/12 - 08/09/12
Original Date / Rev: 08/03/12 / 08/10/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Brabender Cox
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Pete Hoekstra For Senate
Demographic: A35+
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN12303/TO1358/SP11154

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	14	\$10,750.00	\$9,137.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	14	\$10,750.00	\$9,137.50	0.00
Totals	14	\$10,750.00	\$9,137.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N24	WOOD	08/06/12	08/06/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	1	\$375.00	P4	0.00	NM	1	\$375.00
NEWS DYBRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$375.00		0.00			
N25	WOOD	08/07/12	08/07/12	6am Daybreak 6am Daybreak	CM	6-7a	-T-----	:30	2	\$375.00	P4	0.00	NM	2	\$750.00
NEWS DYBRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-T-----					2	\$375.00		0.00			
N26	WOOD	08/06/12	08/06/12	Today Show from London Today Show from London	CM	7-9a	M-----	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
OLYMPIC TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					2	\$750.00		0.00			
N27	WOOD	08/07/12	08/07/12	Today Show from London Today Show from London	CM	7-9a	-T-----	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
OLYMPIC TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-T-----					1	\$750.00		0.00			
N28	WOOD	08/06/12	08/07/12	Today Show II from London Today Show II from London	CM	9-10a	MT-----	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
OLYMPIC TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$400.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N29	WOOD	08/06/12	08/06/12	Olympic Daytime WKDYCM Olympic Daytime Weekday OVERNIGHT OLYMPIC COVERAGE TP=130-5A		Olympic Daytime VM- - - - - (10:00 AM-5:00 PM)	:30	2	\$250.00	P4	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	M- - - - -		2			\$250.00		0.00		
N30	WOOD	08/06/12	08/06/12	M-F 5p News M-F News 8 @5p NEWS 5P	CM	5-530p M- - - - -	:30	1	\$575.00	P4	0.00 NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	M- - - - -		1			\$575.00		0.00		
N31	WOOD	08/06/12	08/06/12	Olympic Prime Olympic Prime OLYMPIC PRIME COVERAGE	CM	8p-12a M- - - - - (8:00 PM-12:00 XM)	:30	2	\$2,250.00	P4	0.00 NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	M- - - - -		2			\$2,250.00		0.00		
N32	WOOD	08/06/12	08/06/12	Late News Olympics News 8 after Olympics L NEWS AFTER OLYMPICS	CM	12-1235a M- - - - - (12:00 XM-12:35 XM)	:30	1	\$1,000.00	P4	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	M- - - - -		1			\$1,000.00		0.00		
Totals												14	\$10,750.00